

**Analisis Pengaruh Tangible, Reliability, Responsiveness, Assurance
dan Empathy Terhadap Kepuasan Konsumen Yamaha Mataram Sakti
di Kota Semarang**

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ABSTRAK

Kualitas pelayanan adalah upaya pemenuhan kebutuhan dan keinginan konsumen serta ketepatan penyampaian dalam mengimbangi harapan konsumen. Obyek yang dipilih dalam penelitian ini yaitu Yamaha Mataram Sakti. Yamaha Mataram Sakti yaitu perusahaan yang berdiri dibawah naungan PT. Yamaha Indonesia Motor Manufacturing yang didirikan pada tahun 1974 dimana salah satu perusahaan yang bergerak dalam bidang otomotif roda dua terbesar di Indonesia. Kualitas pelayanan menjadi persoalan bagi konsumen yang dapat dilihat dalam kotak saran konsumen.

Metode yang digunakan yaitu non probability sampling dengan teknik purposive sampling. Penelitian ini dilaksanakan dengan hasil sampel sebanyak 110 responden. Metode analisis yang digunakan yaitu analisis regresi linier berganda. Hasil analisis menunjukan bahwa tangible, reliability, responsiveness, assurance dan empathy berpengaruh positif dan signifikan terhadap kepuasan konsumen.

Koefisien determinasi dari tangible, reliability, responsiveness, assurance dan empathy adalah 53,4%. Nilai 53,4% menunjukan bahwa kepuasan konsumen dipengaruhi oleh tangible, reliability, responsiveness, assurance dan empathy. Sedangkan sisanya 46,6% dipengaruhi oleh faktor lain yang berada diluar penelitian.

Kata Kunci : Tangible, Reliability, Responsiveness, Assurance, Empathy dan Kepuasan Konsumen

**Analysis of The Influnce of Tangible, Reliability, Resposiveness,
Assurance and Empathy on Customer Satisfaction of Yamaha
Mataram Sakti in Semarang City**

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ABSTRACT

Service quality is an effort of the fulfillment of the needs and desires of consumers also delivery accuracy in balancing the expectations of consumers. Objects are selected in this research is Yamaha Mataram Sakti. Yamaha Mataram Sakti is a company established under the auspices of PT. Yamaha Indonesia Motor Manufacturing was established in 1974 when one of company that is engaged in the largest two-wheeler automotive in Indonesia. Service quality is an issue for consumers that can be seen in consumer suggestion box.

The method used non probability sampling with purposive sampling technique. This research was conducted with the result of a sample of 110 respondents. The data analysis method used have multiple linier regression analysis. Result of the analysis showed that tangible, reliability, responsiveness, assurance and empathy positive and significant influence on customer satisfaction.

The coeficient of determination of tangible, reliability, responsiveness, assurance and empathy was 53,4%. Value 53,4% indicates that customer satisfaction was influenced by tangible, reliability, responsiveness, assurance and empathy. While the remaining 46,6% was influenced by other factors which are outside the research.

Keyword : Tangible, Reliability, Responsiveness, Assurance, Empathy and Customer Satisfaction